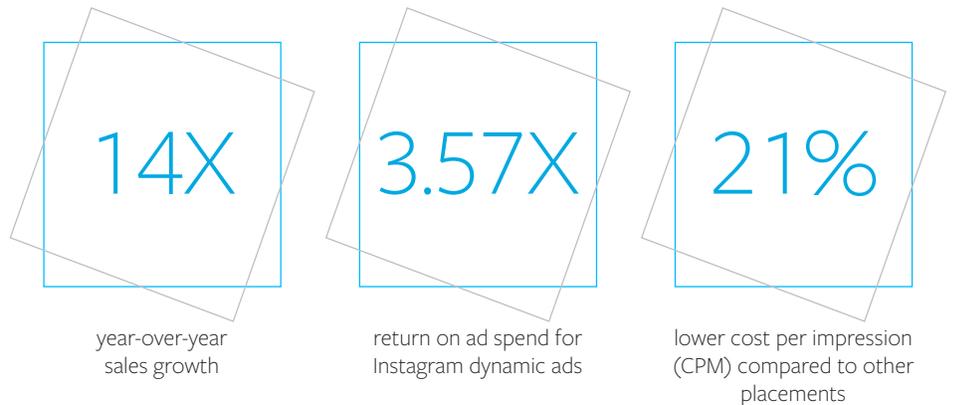
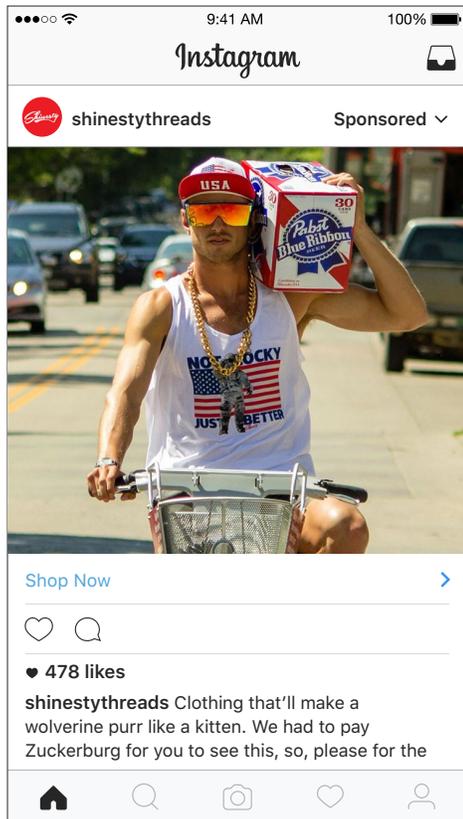




Standing Out with Clever Creative

Shinesty, an intentionally outrageous fashion line, used dynamic ads to drive online conversions and repeat purchases with humorous and visually stunning photos.



STORY

Sartorial shenanigans

Fashion retailer Shinesty is on a quest to rid the world of boring outfits and deliver the most outlandish collection of clothing ever seen. The brand engages actively with its madcap audience, helping them look awesome every day and for special occasions.

GOAL

Reaching repeat buyers

Shinesty wanted to increase website visits, conversions and repeat purchases by helping people quickly get to the products they had already explored or to others that might be of interest.

SOLUTION

Dominating fans' feeds

Shinesty crafted a comprehensive Instagram campaign that encouraged people to click through to its website—a strategy the brand says offers reach and the ability to attract new customers.

The company used dynamic ads to showcase its eye-catching creative, which promotes its message of light-hearted rebellion, and encourages people to revisit the website.

The Shinesty team first implemented the Facebook pixel on its website to target people who either viewed a product or added a product to the online shopping cart. The brand segmented these two audience groups, and excluded people who completed a purchase.

It then uploaded its product catalogue to its Business Manager account, where the catalog was then used to populate dynamic ads in the carousel format.

Shinesty also used the pixel to monitor ad clicks, product views, add-to-carts and completed purchases. It continuously removed people from its dynamic ad targeting groups once they made a purchase to keep from overwhelming the client.

This highly targeted and tailored approach helped Shinesty increase sales by 14X over the last year, while the dynamic ads earned a 3.57X return on ad spend.

“Instagram is a valuable engagement and acquisition channel for Shinesty. The combination of high quality ad units, specific objectives and great targeting enables us to strategically access various audiences and smartly scale our ad spend. The proof is in our year-over-year growth, which has been explosive. No other platform allows us to be as creative or effective.”

Jens Nicolaysen
CMO
Shinesty

“Instagram has provided us with a new way to access more of the people we're trying to introduce to the brand. The combination of attention-grabbing ad units and our in-your-face visuals has helped us grow our presence and engage with more people, more effectively.”

Jens Nicolaysen, CMO, Shinesty